

# Kick Butt Award Nomination Entry

## FOR EVELYN SALVADOR (2020)

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How I feel I've made a difference in the lives and businesses of career professionals:

### 1. Fearless in creating and innovating within the industry and/or the individual business.

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**HOW MET / WHY QUALIFIED:** With more than two decades of dedicated service to the careers industry, I literally get obsessive compulsive when it comes to helping career professionals and creating innovative, revolutionary products that help them position their clients in the top 2%; reduce their resume writing time 45%; increase their productivity 70%; conduct strategic consults in under 10 minutes; grow their business up to 500%; garner quality client information every time; simplify and streamline their entire work process; elevate their annual revenue; and provide everything they need to run their practice, service their clients, and avoid burnout—making their job easier and more enjoyable, leaving more quality time for themselves. (To verify these statements, see [Testimonials](#).)

This takes precedence to me. Nothing is considered “done” until it is thorough, comprehensive, as concise as possible, and at a high standard insofar as research, writing, design, and everything in between. I work many nights until 3AM without income towards this end. (See all [Products](#) created for career professionals—many of which have won the Career Innovator Award over the years—and what has been said about them.)

### 2. High integrity in communicating with others, customers, peers, colleagues, and on social media.

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**HOW MET / WHY QUALIFIED:** In communicating with customers, peers, colleagues, and on social media, I maintain a business demeanor and love to open my heart to understand practitioner needs and help in any way I can think of insofar as what I've garnered through my three decades in the business.

For example: When I started using Facebook years ago, it was for the sole purpose of communicating with other career professionals and joining career forums. This has allowed me to stay up to date as well as help out anyone in need where I feel I have something to offer, and often provide free products to help them fill their client or business needs. Social media also helps me to know more about and understand colleague lives, who they are as individuals, and what they are involved in.

Colleagues have stated *“Thanks Evelyn – you touch lives!” “Evelyn has paved the way in overcoming adversity during her career which inspires me. She also happens to be a powerful, best practices career leader;” “She is personable and great to work with;” “Evelyn is an encyclopedia of career information, and her products reflect the extent and depth of her wisdom and willingness to share!” “Evelyn’s helping nature can be seen in how thoughtful her career products are in terms of quality and usability. If you have Evelyn on your team, you can rest easy!” “I have gotten to know Evelyn personally and have greatly benefited from her*

*expertise, creativity, and wisdom;” “Evelyn's knowledge of both the resume business from an operational sense to the actual mechanics behind writing for clients is phenomenal!” “I wholeheartedly edify Evelyn Salvador as someone who ‘knows her stuff’ and then some!”* (More in [Testimonials](#).)

### 3. Life-long commitment to learning demonstrated through personal stretch to pursue additional training in new areas.

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HOW MET / WHY QUALIFIED: With all of the research I have conducted and reading I have done through the past three decades—especially to make my career products top-notch—I’ve learned sooo much. Inclusive of learning about all of the professions out there, researching thousands upon thousands of individual positions to determine the most important questions to ask clients to garner all of their [critical resume information](#), acquiring the knowledge of and synthesizing more than [70,000 Keywords](#) to ace Applicant Tracking Systems, determining all possible top achievements to include in resumes, creating thousands of [Resume ClipBullets](#) that resume writers can use that literally write the resume for them, putting her business branding expertise to work in the field and becoming a Personal Branding Pioneer six years before the term was coined, and much more.

In addition, as a member of CDI, NRWA, and BARW, I receive weekly updates with lots of helpful career-related resources and information—keeping me up to date in the industry.

### 4. Focus on giving back through industry contributions such as industry committee participation, mentorship, or article contribution.

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HOW MET / WHY QUALIFIED: My business life over a number of years has been in coming up with solutions to industry problems and, as mentioned, not concentrating on income. I always make myself available to career professionals to answer any questions they may have, provide products that could help them with their clients and/or solve business problems, and offer any suggestions that might help.

Colleagues have stated *“I’ve benefited from Evelyn’s generosity in sharing her knowledge and expertise;” “Evelyn is always willing to share ideas with colleagues. You’ll find her resourceful, collaborative, and generous;” “As a fellow career industry writer, I have been following and learning from Evelyn for at least 15 years;” “Thank you for all of your substantial efforts;” “I’m so excited about the increased efficiency I am experiencing;” “I commend you for a pioneering endeavor—you have created a standard where there is none!” “Evelyn continues to lead the industry (and is) always willing to share and willing to help!” “Evelyn has been a true asset to our entire industry for many years;” “She has provided a treasure trove of information that can be immediately utilized by business owners;” “My heart raced as I contemplated what you have accomplished and the potential effect on my business. I am just amazed at what I saw. You have changed the face of our industry!” “Many thanks for my future success!”* (More in [Testimonials](#).)

### 5. Maintain active CDI membership: YES

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